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NOVEMBER 15, 1982.

Ask the buyer who sells it.

We asked housewares buyers to comment on Microware,® our coordinated line of microwave cooking utensils. Here's what they said:

"Most companies work on a cost-plus basis, so their products all have different price points. But Anchor put the six most wanted Microware items at one price point. That allows us to promote all six in one space, one ad, with extraordinary impact." . . . "It's a tremendous seller. We have permanent end caps most of the year." . . . "Our sales of Microware quadrupled in 1981. It's one of the highest growth items in the store." . . . "The packaging sells the product. It's consistent throughout the entire line." . . . "Microware has the best pricing for the value. And don't think the customers don't know it." . . . "Judging from the way customers are buying, I think they must be eating it!"

Want more information? Contact your Anchor Hocking representative. There's no reason why our bestseller can't be yours, too.

MicroWare® Brand
from Anchor Hocking

Microware is a registered trademark of Anchor Hocking Corporation, Lancaster, Ohio 43130

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